

For Immediate Release

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**STATE HEALTH DEPARTMENT PARTNERS WITH CELIA CRUZ, QUEEN OF SALSA, TO
PROMOTE BREAST CANCER AWARENESS**

Sacramento - (Date). State Health Director Diana M. Bontá, R.N., Dr.P.H., today launched a new Spanish-language radio public service announcement (PSA) featuring well-known, multi-award winning "Queen of Salsa" Celia Cruz. In the ad, the star reaches out to Spanish-speaking women who lack health insurance with important information on how to obtain free breast cancer screening services.

"This PSA will augment our efforts to educate women about free clinical breast exams and mammograms provided by the California Department of Health Services," said Bontá. "We are very fortunate to have such a world renowned, dynamic celebrity like Celia Cruz deliver an important message about the dangers of breast cancer and promote our free screening services."

The message conveyed in the 30- and 60-second radio PSAs is both urgent and sensitive, but Celia Cruz delivers it, as expected from a celebrity of her stature, with great simplicity, sincerity, and optimism. The recent winner of a Latin Grammy (Best Salsa Album) speaks to California Latinas personally, warning them of the threat of breast cancer and urging them to call a toll-free number to learn if they qualify for free breast cancer early detection services.

"Too often, women take care of every family member's health, but overlook their own," added Bontá. "This new ad will serve as a call to action for women to seek more information about available free breast cancer screening services."

Approximately 500,000 women in California have been screened through the state-sponsored program, which aims to improve access to breast cancer screening services for eligible low-income and uninsured women throughout California. Early detection is the best weapon against breast cancer. Health statistics show that if breast cancer is detected early, the survival rate is more than 96 percent. For more information, please call 1-800-511-2300 or visit: <http://www.dhs.ca.gov/cancerdetection>.

To obtain free copies of these PSAs, please call Betsy Camacho León at (800) 435-2425.